

ORDER**KSNV**

Orders
Order / Rev: 103698
Alt Order #: 06830029
Product Desc: BERKLEY FOR SENATE
Estimate: 30S
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 06/28/12 / 07/17/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPH
Sales Region: National

Agency Name: Shorr Johnson Magnus
Buying Contact:
Billing Contact:
 1831 Chestnut St.
 Philadelphia, PA 19103

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Berkley, Shelley for Senate *Revised*
Demographic: A35+
Product Codes: PLC01
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	120	\$37,775.00	\$32,108.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	120	\$37,775.00	\$32,108.75	0.00
Totals	120	\$37,775.00	\$32,108.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	20%	\$37,775.00
Market	100%	\$188,875.00

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	32%	\$60,440.00
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$39,663.75
KTUD	0%	\$0.00
KVVU	25%	\$47,218.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	2%	\$3,777.50

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagner	M	430a-5a	-TWTF--	:30	4	\$50.003		0.00	NM	4	\$200.00
Wake Up Early Wagners															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/01/12	10/07/12	-TWTF--			4		\$50.00		0.00				

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/02/12	10/05/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	-TWTF--	:30	4	\$50.00	3	0.00	NM	4	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$50.00		0.00			
E 2	KSNV	10/08/12	10/08/12	Wake Up Early w/ Wagner Wake Up Early Wagners	CM	430a-5a	M-----	:30	1	\$50.00	3	0.00	NM	1	\$50.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$50.00		0.00			
E 3	KSNV	10/08/12	10/08/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$200.00		0.00			
E 4	KSNV	10/02/12	10/05/12	M-F 5-6a WakeUp w/Wagner M-F 5-6a WakeUp w/Wagners	CM	5-6a	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$200.00		0.00			
E 5	KSNV	10/02/12	10/05/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	-TWTF--	:30	8	\$300.00	3	0.00	NM	8	\$2,400.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					8	\$300.00		0.00			
E 6	KSNV	10/08/12	10/08/12	M-F 6-7a WakeUp w/Wagner M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	2	\$300.00	3	0.00	NM	2	\$600.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$300.00		0.00			
E 7	KSNV	10/08/12	10/08/12	Today Show Today Show	CM	658a-9am	M-----	:30	3	\$400.00	3	0.00	NM	3	\$1,200.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					3	\$400.00		0.00			
E 8	KSNV	10/02/12	10/05/12	Today Show Today Show	CM	658a-9am	-TWTF--	:30	12	\$400.00	3	0.00	NM	12	\$4,800.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					12	\$400.00		0.00			
E 9	KSNV	10/02/12	10/05/12	Noon News Noon News	CM	12-1230pm	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$175.00		0.00			
E 10	KSNV	10/08/12	10/08/12	Noon News Noon News	CM	12-1230pm	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$175.00		0.00			
E 11	KSNV	10/08/12	10/08/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	M-----	:30	1	\$175.00	3	0.00	NM	1	\$175.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$175.00		0.00			
E 12	KSNV	10/02/12	10/05/12	M-F Today Show II 3rd H M-F Today Show II	CM	9-10a	-TWTF--	:30	4	\$175.00	3	0.00	NM	4	\$700.00
TODAY II															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$175.00		0.00			
E 13	KSNV	10/02/12	10/05/12		CM	3-4p	-TWTF--	:30	4	\$200.00	3	0.00	NM	4	\$800.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Dr. Phil											
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$200.00		0.00			
E 14	KSNV	10/08/12	10/08/12	Dr. Phil	CM	3-4p	M-----	:30	1	\$200.00	3	0.00	NM	1	\$200.00
				Dr Phil											
				PHIL											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$200.00		0.00			
E 15	KSNV	10/08/12	10/08/12	News 3 at 430pm	CM	430-5pm	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$300.00		0.00			
E 16	KSNV	10/02/12	10/05/12	News 3 at 430pm	CM	430-5pm	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
				News 3 at 4:30PM											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$300.00		0.00			
E 17	KSNV	10/02/12	10/05/12	News 3 at 4	CM	4-430p	-TWTF--	:30	4	\$300.00	3	0.00	NM	4	\$1,200.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$300.00		0.00			
E 18	KSNV	10/08/12	10/08/12	News 3 at 4	CM	4-430p	M-----	:30	1	\$300.00	3	0.00	NM	1	\$300.00
				News 3 at 4											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$300.00		0.00			
E 19	KSNV	10/08/12	10/08/12	M-F Early News	CM	5-630p	M-----	:30	2	\$450.00	3	0.00	NM	2	\$900.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$450.00		0.00			
E 20	KSNV	10/02/12	10/05/12	M-F Early News	CM	5-630p	-TWTF--	:30	8	\$450.00	3	0.00	NM	8	\$3,600.00
				M-F Early News											
				NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					8	\$450.00		0.00			
E 21	KSNV	10/02/12	10/05/12	Face to Face w/ Ralston	CM	730-758pm	-TWTF--	:30	4	\$225.00	3	0.00	NM	4	\$900.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$225.00		0.00			
E 22	KSNV	10/08/12	10/08/12	Face to Face w/ Ralston	CM	730-758pm	M-----	:30	1	\$225.00	3	0.00	NM	1	\$225.00
				Face to Face w/ J.Ralston											
				FACE											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$225.00		0.00			
E 23	KSNV	10/06/12	10/06/12	Vegas Inc.	CM	6:30-8pm	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
				Vegas Inc.											
				VEGAS INC											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					1	\$150.00		0.00			
E 24	KSNV	10/02/12	10/05/12	M-F Jeop/Wheel	CM	630-730pm	-TWTF--	:30	8	\$400.00	3	0.00	NM	8	\$3,200.00
				M-F Jeopardy/Wheel of Fortune											
				JEP/WH											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					8	\$400.00		0.00			
E 25	KSNV	10/08/12	10/08/12		CM	630-730pm	M-----	:30	2	\$400.00	3	0.00	NM	2	\$800.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune															
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$400.00		0.00			
E 26	KSNV	10/06/12	10/06/12	Weekend Jeopardy/Wheel of Fortune	CM	630-730pm	-----S-	:30	2	\$250.00	3	0.00	NM	2	\$500.00
WKND Jeop/Wheel															
JEP/WH															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S-					2	\$250.00		0.00			
E 27	KSNV	10/07/12	10/07/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$600.00	3	0.00	NM	1	\$600.00
News 3 in Prime															
NEWS IN PRIME AFTER NFL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-----S					1	\$600.00		0.00			
E 28	KSNV	10/05/12	10/05/12	Fri PR 9-10p	CM	9-10pm	----F--	:30	1	\$1,000.00	3	0.00	NM	1	\$1,000.00
Friday Prime 9-10pm															
GRIMM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	----F--					1	\$1,000.00		0.00			
E 29	KSNV	10/03/12	10/03/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$1,700.00	3	0.00	NM	1	\$1,700.00
Wednesday Prime 9-10pm															
SVU															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,700.00		0.00			
E 30	KSNV	10/03/12	10/03/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$1,400.00	3	0.00	NM	1	\$1,400.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--W----					1	\$1,400.00		0.00			
E 31	KSNV	10/02/12	10/05/12	Late Night w/Fallon	CM	1237a-136am	-TWTF--	:30	4	\$75.00	3	0.00	NM	4	\$300.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$75.00		0.00			
E 32	KSNV	10/08/12	10/08/12	Late Night w/Fallon	CM	1237a-136am	M-----	:30	1	\$75.00	3	0.00	NM	1	\$75.00
Late Night w/Fallon															
FALLON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$75.00		0.00			
E 33	KSNV	10/08/12	10/08/12	The Tonight Show	CM	1135p-1237a	M-----	:30	2	\$185.00	3	0.00	NM	2	\$370.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					2	\$185.00		0.00			
E 34	KSNV	10/02/12	10/05/12	The Tonight Show	CM	1135p-1237a	-TWTF--	:30	8	\$185.00	3	0.00	NM	8	\$1,480.00
Tonight Show															
TON SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					8	\$185.00		0.00			
E 35	KSNV	10/02/12	10/05/12	M-F News 3 at Eleven	CM	11pm-1135pm	-TWTF--	:30	4	\$425.00	3	0.00	NM	4	\$1,700.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-TWTF--					4	\$425.00		0.00			
E 36	KSNV	10/08/12	10/08/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$425.00	3	0.00	NM	1	\$425.00
M-F News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----					1	\$425.00		0.00			
E 37	KSNV	10/06/12	10/07/12		CM	11pm-1135pm	-----SS	:30	2	\$400.00	3	0.00	NM	2	\$800.00

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 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sa-Su News 3 at Eleven															
Sa-Su News 3 at Eleven															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----SS			2		\$400.00			0.00			
E 38	KSNV	10/06/12	10/06/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$225.003		0.00	NM	2	\$450.00
Saturday Today															
SAT TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			2		\$225.00			0.00			
E 39	KSNV	10/06/12	10/06/12	News 3 Sunrise - SATUR	CM	6a-7a	-----S-	:30	2	\$150.003		0.00	NM	2	\$300.00
News 3 Sunrise SATURDAY															
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			2		\$150.00			0.00			
E 40	KSNV	10/07/12	10/07/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$350.003		0.00	NM	1	\$350.00
Sunday Today															
SUN TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S			1		\$350.00			0.00			
E 41	KSNV	10/06/12	10/06/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$550.003		0.00	NM	1	\$550.00
Saturday Night Live															
SNL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>			<u>Rating</u>			
Week: 10/01/12		10/01/12	10/07/12	-----S-			1		\$550.00			0.00			
													Totals	120	\$37,775.00